

# Mariah Pollett

## Director, Organizer, Creator

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### Education

**Pratt Institute, Brooklyn NY**  
BFA Communications Design  
Graphic Design Concentration  
*Graduated with Highest Honors*

### Licenses & Certifications

**Licensed Real Estate Salesperson, NE**  
*Inactive Status*

**Notary Public, NE**  
Commission through 2027

### Skills

#### Software

InDesign • Illustrator  
Photoshop • Animate  
Premiere Pro • After Effects  
Procreate • Canva  
Squarespace • Webflow  
Google Suite • Microsoft Suite

#### Field

Project Management  
Client Communication  
Content Creation  
Event Planning  
CRM Organization  
Long-Form Writing  
Strategic Design  
Creative Concepting  
Art Direction

### Honors & Awards

Nebraska Advertising Awards Gold 2021  
Nebraska Advertising Awards Silver 2021  
Communication Arts Typography  
Award of Excellence 2020  
Nebraska Advertising Awards Silver 2020  
Graphis Poster Annual Silver 2020  
AIGA Nebraska Show Gold 2019  
Respect Your Craft Award BL 2018  
NYCxDesign Pratt Design Show 2018

### Experience

#### COBA Real Estate *Licensed Assistant*

Omaha, NE | *April 2022 – April 2023*

#### **Contributed to a 110% increase in 2022 client volume**

Refined transaction coordination and onboarding systems;  
Organized physical and digital spaces to improve efficiencies;  
Curated meaningful and memorable client experiences;  
Led contract-to-close process and paperwork; Prepared  
Listings by staging, managing timelines, and coordinating  
vendor appointments; Created blog and social media content

#### Swanson Russell *Art Director*

Omaha, NE | *August 2021 – April 2022*

Pitched and presented creative concepts to clients; Fostered  
positive client relationships; Supervised creation of work by  
designers; Coordinated production of creative with freelancers,  
photographers, and production companies

#### Bailey Lauerman *Art Director*

Omaha, NE | *October 2018 – August 2021*

Developed multi-channel campaigns from concept to  
delivery; Led creative team on growing UnitedHealthcare  
account; Interviewed and onboarded freelance talent;  
Optimized campaigns based on strategy and media team  
research; Facilitated communication internally to ensure  
projects were delivered on time and on brief

#### *Graphic Designer*

Omaha, NE | *July – October 2018*

Reimagined brand identity systems; Animated digital banners  
and finalized campaign assets for 17 European markets;  
Produced corporate videos from storyboard to delivery

#### Freelance

Remote | *June 2017 – Present*

Executed and produced national holiday cup design for Scooter's  
Coffee; Designed packaging and marketing pieces for various  
clients; Built a website from concept to completion in Webflow

### Company Culture

#### **Women's Discussion Series** *Bailey Lauerman 2019*

Implemented Women's Discussion Series to strengthen  
workplace understanding and communication by planning  
sessions, curating content and topics, and leading series monthly

#### **Culture Club** *Bailey Lauerman November 2018 – January 2021*

Served as culture contributor in the workplace; Designed event  
collateral; Concepted, planned, and developed company events